

The Burden of Tobacco in Marathon County

Population 127,733

The Burden of Tobacco is a collaborative report of the University of Wisconsin Tobacco Surveillance and Evaluation Program, the American Cancer Society, and the Wisconsin Division of Public Health's Tobacco Prevention and Control Program.

Smokers in Wisconsin and Marathon County

	Wisconsin		Marathon County	
	# of Smokers	Percent Smokers	# of Smokers	Percent Smokers
Total Number of Smokers	1,005,000		19,990	
Adult (18+) ^{1,2}	920,000	22%	18,090	19%
High School Youth ^{3,4}	66,000	21%	1,490	21%
Middle School Youth ^{3,4}	19,000	8%	410	8%
Smoking During Pregnancy ⁵	10,000	14%	220	14%

Deaths Directly Related to Smoking

Cause of Death ^{6,7}	Wisconsin		Marathon County		
	Average Annual Deaths	Due to Smoking	Average Annual Deaths	Due to Smoking	% Due to Smoking [†]
Lung Cancer	2,760	2,208	56	43	77%
Other Smoking-Related Cancers	2,066	719	48	14	29%
Cardiovascular Disease	16,412	2,342	314	36	11%
Respiratory Disease	3,416	1,946	68	40	59%
Other Causes (not associated with smoking)	21,619	0	466	0	0%
All Causes	46,273*	7,215*	952*	132*	14%

Years of Potential Life Lost

Cause of death ⁶	Wisconsin	Marathon County
Smoking-Related Cancers	43,000 years	810 years
Cardiovascular Disease	32,000 years	440 years
Respiratory Disease	21,000 years	420 years
All Causes	96,000 years	1,680 years*

[†] May not appear to be exact due to using decimals in the calculations.

* Totals may not add up due to rounding.

Note: Adult prevalence estimates from BRFSS, 2000-04; Youth estimates based on state level YTS, 2004; Maternal smoking estimates from WISH, 2004.

Note: Wisconsin and County Deaths Directly Related to Smoking and Years of Potential Life Lost are based on 2000-2004 mortality data.

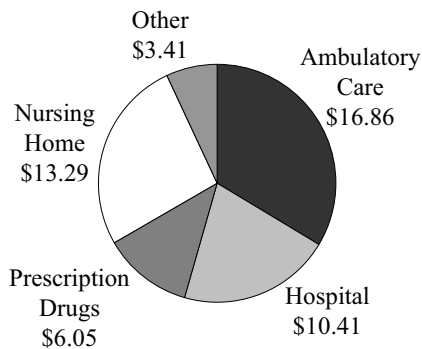
Note: See technical notes for a detailed description of the data sources and methodologies used to construct this report.

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Economic Impact of Cigarette Smoking in Wisconsin and Marathon County

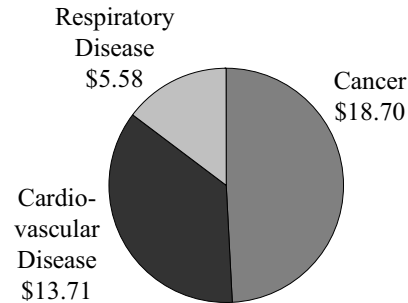
	Wisconsin	Marathon County
Health Care Costs ^{6,11}	\$2,160,000,000	\$50,010,000
Lost Productivity ⁶	\$1,640,000,000	\$37,990,000
Total Costs	\$3,800,000,000	\$88,000,000

Smoking Attributable Health Care Costs in Marathon County, 2003^{6,11}
(In millions of dollars)



Total: \$50.0 Million *

Cost of Productivity Lost Due to Smoking in Marathon County, 2001⁶
(In millions of dollars)



Total: \$38.0 Million *

- In Wisconsin, an estimated 7,215 people die annually from illnesses directly related to smoking and approximately 853 die from illnesses and fires indirectly related to smoking, for a total of 8,068 annual deaths.⁶⁻¹⁰
- Secondhand smoke is estimated to cause about 61 lung cancer deaths, 771 deaths from ischemic heart disease, and 9 infant deaths from Sudden Infant Death Syndrome in Wisconsin annually. Household fires in Wisconsin caused by cigarettes kill an estimated 12 people annually.⁸⁻¹⁰
- In Marathon County, approximately 132 die annually of illnesses directly related to smoking.^{6,7}
- Each year, approximately 14% of all deaths in Marathon County are directly attributable to smoking. Cigarette smoking causes 77% of all lung cancer deaths and 12% of all deaths from cardiovascular disease in Marathon County.^{6,7}
- In Wisconsin, approximately 96,000 years were lost from the potential lifespan of those who died of smoking-related illnesses in 2004. In Marathon County, about 1,680 years are lost annually from the effects of smoking.⁶
- In 2003, an estimated \$2.2 billion in health care costs were paid in Wisconsin as a result of diseases caused by smoking, with \$50.0 million paid in Marathon County.^{6,11}
- Wisconsin lost \$1.6 billion, including \$38.0 million in Marathon County, in productivity costs because of illness and premature death directly associated with smoking in 2001.⁶
- In 2003, estimated health care costs of cigarette smoking were approximately \$390 for every man, woman and child in Marathon County.^{6,11}
- In 2004, there were over 384 million packs of cigarettes sold in Wisconsin. Residents of Marathon County spent approximately \$27.8 million on 7,280,000 packs of cigarettes in 2004.¹²